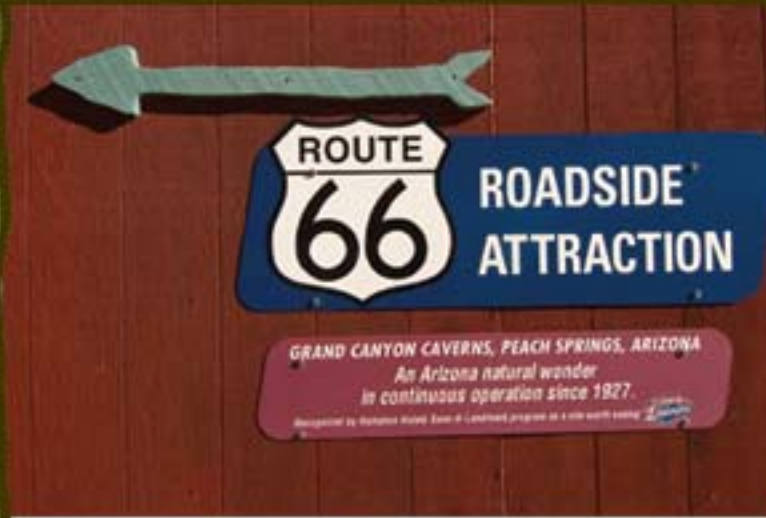


## Arizona Office of Tourism: Grant Opportunities



# Arizona Office of Tourism (AOT)

- Agency Mission
- Economic Impact
- Education and Development
- Grants
- Contact Information





# AOT Mission Statement



The Arizona Office of Tourism enhances the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.

# Arizona Tourism Industry Economic Impact

## 2006 Economic Impact to Arizona

- 33.7 million visitors
- Visitors spent \$18.6 billion
  - nearly \$51 million everyday
- Generated 173,000 travel related jobs
- Visitor spending generated \$2.6 billion tax
  - \$1,150 per Arizona household

# Tourism Education and Development



Assists rural communities in development, enhancement, and marketing of their destinations.



# Grants

## AOT's grant programs including:

- Teamwork for Effective Arizona Marketing (TEAM)
  - Assists communities and regions with tourism marketing
  - Distributed \$1.5 million in 2008
- Rural Tourism Development Grant Program (RTDGP)
  - Assists communities and nonprofits with tourism infrastructure
  - Distributed \$550,000 in 2008

# Teamwork for Effective Arizona Marketing

- Eligible entities include:
  - Destination Marketing Organizations
  - Statewide Nonprofit Tourism Associations
  - Tribal Tourism Entities
- Awarded annually from July – June
- Requires 50 percent in matching funds
- \$30,000 max for individual, \$130,000 max for regional

# Teamwork for Effective Arizona Marketing

- Funds are available for:
  - Advertising (print, online, outdoor)
  - Internet Web Site Development
  - Printed Materials
  - Media Communications/Public Relations
  - Strategic Planning and Research
  - Product Development



# Rural Tourism Development Grant Program

- Eligible entities include:
  - Not-for-profits located outside of Maricopa and Pima Counties
  - A Tribal Government
  - Destination Marketing Organization
- Awarded annually with a two year grant cycle
- Requires 25% in matching funds (10% from In-kind)
- \$50,000 maximum, \$5,000 minimum

# Rural Tourism Development Grant Program

- Funds are available for:
  - Visitor center, kiosk, rest stop, etc.,
  - Downtown, gateway, park and recreation, arena, public parking and infrastructure improvements
  - Associated costs of event development
  - Project construction costs (bricks & mortar)
  - Costs associated with purchasing new and/or existing tourism and recreation attractions, historical sites and artifacts
  - Equipment purchased for specific tourism project operation,
  - Capital investments or improvements,
  - Interpretive and directional signs.

# Tourism Education and Development

## Arizona Tourism University (ATU)

- Educational outreach program
- Technical training workshops held throughout state
- More than 700 people participated in the workshops In 2007





# Thank You!

## Contact Information

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